Achieving 85.93% uptake in a Community and Mental Health Trust

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Background

- Foundation Trust
- Mental Health & Community services
- 2.8k staff
- 2.3k frontline healthcare workers
- Around 65 Sites
The Campaign Never Ends!

• Video & slides in induction and mandatory training
• Education all and for low uptake areas

The Bigger Picture
Launch Events

• Come along and have your flu vaccine... It really is a piece of cake!
Everyone is involved
Spooktacular Events
Join our Trust Board and Senior Managers as #flufighters
Methods of communication

Case study: Flu fighter award digital and social media

Bradford District Care NHS Foundation Trust achieved their highest flu vaccination uptake to date through their use of digital and social media to share key messages. The trust has approximately 2,500 frontline healthcare workers based at 60 sites.
Social Media

Selfie’s with Dug the Bug

Laura Stones
@Laubystones

Flu-frighters 👻 👻 🎃 me and dug the flu bug have totally loved our Halloween cake events ❤️ #flufighter @SAMoorehouse @BDCFT

amandalouisebarker
@amandalouisebarker4

I had my flu jab to protect myself and those around me. I nominate @bonnie70283756 @Loki_1974 @shawi39 #jabathon
Check out the October #flufightercontest entries. Congrats to @BDCFT for winning this month! DM us for prize info! 🎃:

Here our the entries for the October #flufightercontest. The theme for this months contest was Halloween and flu! To find out more about the monthly contest and how to participate visit http://www.nhsem...
Email Signatures and Payslip Messages

Protect yourself, your family and your patients- be a flu fighter and get your jab. Find the latest clinic information on the Infection Prevention Page of Connect.

Find out why getting your flu jab matters
nhsemployers.org/flumatters
#flumatters flu fighter NHS Employers

You & Your Care
W: www.bdct.nhs.uk  @BDCFT
Invaders from Flu Enza

Coming soon...
It’s coming up to that time of year again

I’m having my flu jab to protect my patients and my dad who has had a stroke

Protect your patients by offering them a flu jab
The Invasion has begun

Join the fight against Flu Enza – Check Connect for clinics
When you are at your desk....and you want your jab, who you gonna call....THE FLU FIGHTER TEAM

Contact the Infection Prevention Team to book your Flu Jab 07818 063 978
Continuous feedback and updates provided

Flu Vaccine Uptake – 28th February 2019

Percentage of Staff who are now #flufighters
By Service
Creating Accessibility

- 111 clinics at different sites across all areas
- 191 drop in visits
- Offered the vaccine at all infection prevention training sessions
- After the infection prevention section at induction
- Offered the vaccine at meetings/training/events
Additional Elements

• Work jointly
• Leadership from area managers
• Resistance less
• Dispelling myths
• Education
• Refusal form
• Enthusiasm
• Students
Thanks for listening

#hello my name is… Natalie

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